

# HOW THE WIC PROGRAM Supports Breastfeeding

WIC provides nutrition and breastfeeding education, nutritious foods, and improved healthcare access for 9 million at-risk low-income women, infants, and children.

## WHY IT'S IMPORTANT TO SUPPORT BREASTFEEDING

### BREASTFEEDING BENEFITS:



#### Mothers



#### REDUCES RISK OF:

Breast cancer  
Ovarian cancer  
Type 2 diabetes  
Postpartum depression



#### Babies



#### REDUCES RISK OF:

Obesity  
Lower respiratory infections  
Type 2 diabetes  
Asthma  
SIDS (sudden infant death syndrome)



#### Society

If **90%** of women breastfed exclusively for 6 months, it could result in nearly:



**\$13 Billion**  
saved in the U.S. each year.



**1,000**  
infant deaths prevented each year.

### CURRENTLY:

**74.6%**  
of U.S. mothers initiate breastfeeding



**44.3%**  
of U.S. mothers still breastfeed at 6 months

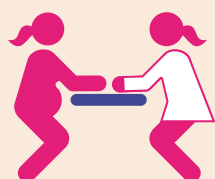


## HOW THE WIC PROGRAM HELPS

WIC promotes breastfeeding as the optimal infant feeding choice.

### THE WIC PROGRAM PROVIDES

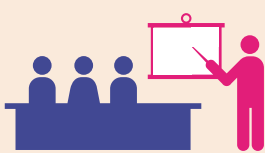
Breastfeeding Peer Counselors



Lactation Consultants



Classes & Support Groups



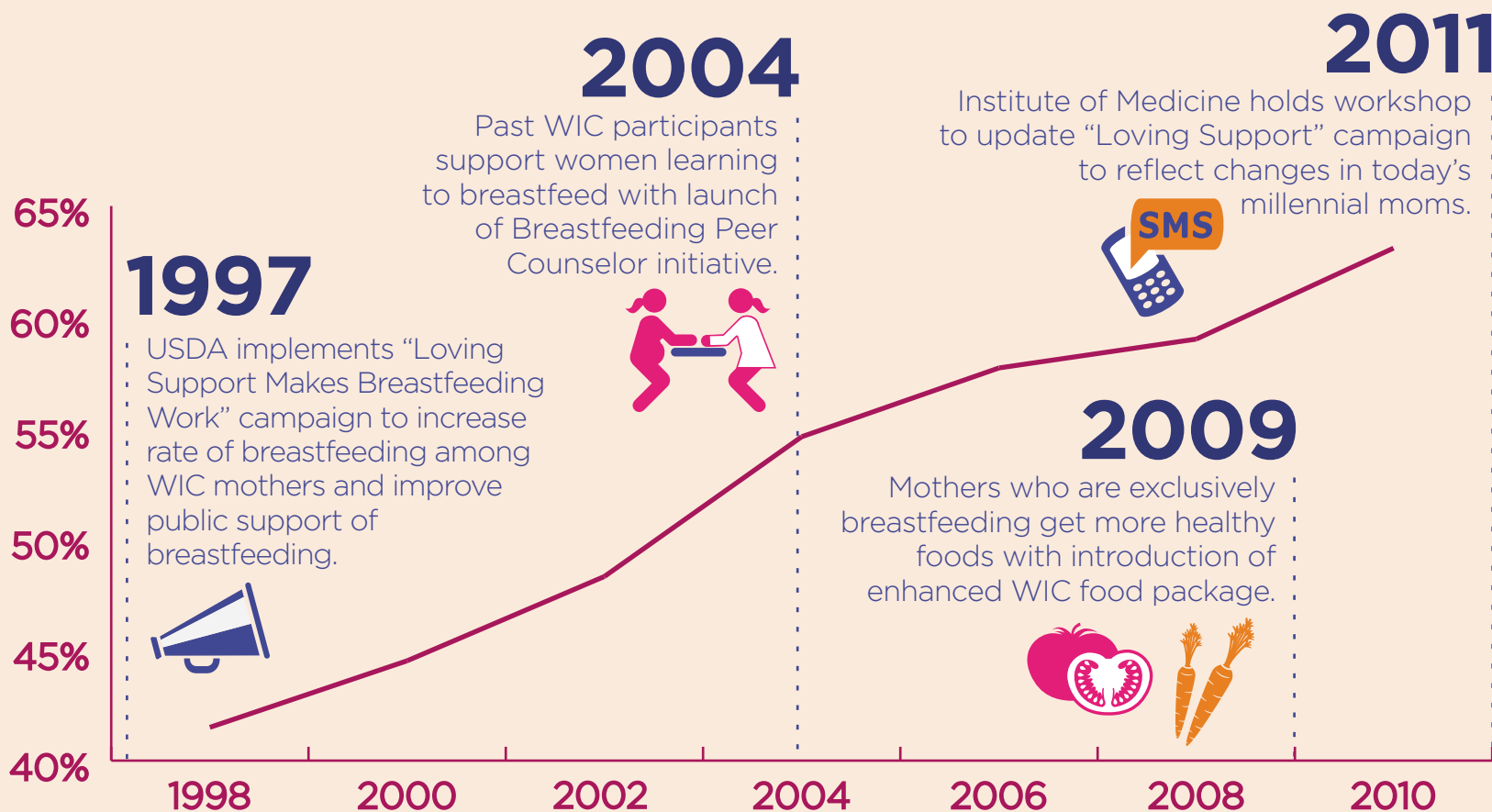
Educational Materials



Hotlines for Questions



### BREASTFEEDING INITIATIVES



### % WIC INFANTS BREASTFED\*

\*Percentage of infants in WIC aged 6-13 months who were currently breastfeeding or breastfed at some time, 1998-2010.

## SUPPORT WIC AT NWICA.ORG

### SOURCES

<http://www.womenshealth.gov/breastfeeding/why-breastfeeding-is-important>  
<http://pediatrics.aappublications.org/content/early/2010/04/05/peds.2009-1616>  
<http://www.cdc.gov/breastfeeding/data/reportcard2.htm>  
<http://www.fns.usda.gov/wic/Breastfeeding/mainpage.HTM>  
<http://www.fns.usda.gov/ora/MENU/Published/WIC/FILES/WICPC2010.pdf>  
<http://www.iom.edu/Reports/2011/Updating-the-USDA-National-Breastfeeding-Campaign-Workshop-Summary.aspx>  
<http://www.fns.usda.gov/ora/MENU/Published/WIC/FILES/WICPeerCounseling.pdf>



National WIC Association